

SPECIAL PROVISIONS

1. SCOPE OF CONTRACT:

- 1.1 The purpose of this Request for Proposal is to enter into a contract with a licensed, qualified firm for the provision of consulting services to design and conduct a community survey and outreach effort among County and City residents; provide analysis; report the results; and provide recommendations and cost estimates to the Fairfax County Public Library and Fairfax County Public Library Board of Trustees in accordance with the terms and conditions of the Request for Proposal (RFP).

2. BACKGROUND:

- 2.1 Fairfax County Public Library (FCPL) is the largest public library in Virginia, serving over 1.1 million residents of Fairfax County and Fairfax City with 23 libraries, and a collection of over two million items. Over 4.9 million visits were made to FCPL libraries in FY2014 and more than 3.5 million visits to the library's website. Located in the Washington D. C. suburbs, open to all and serving the public interest rather than simply a repository of books, the Library's service area includes about 400 square miles.

The Fairfax County Public Library Board of Trustees is responsible for library policies and for making budget recommendations to the Board of Supervisors. The 12-member, volunteer Board is composed of one member-at-large, approved by the Chairman of the Board; and nine members representing each district, appointed by each member of the Board of Supervisors; one member appointed by the City of Fairfax Council; and one member nominated by the School Board.

To provide customer-responsive library services to constituents and to better plan for future services, it is essential that FCPL have a clear understanding of how the community uses library service as well as its expectations for their library into the future. In addition, staff seeks to understand why some residents value and use the library while others value but do not use library services. Leveraging our resources means that we must structure our portfolio of programs, our collection and our staff to best reflect overall community values and needs in a constrained budget environment.

The Library has conducted extensive internal research collecting data from library visitors and documenting their use of services. Conducting a library-oriented community survey and outreach effort requires the assistance of a consultant experienced in collecting and analyzing information about the use of public library services.

3. OBJECTIVES:

- 3.1 To gather information that will enable FCPL to set priorities and target resources based on areas of need identified by constituents. The community survey and outreach effort (focus groups, one-on-one interviews, etc.) shall:
 1. Evaluate the value of current library services to County residents including both library users and non-users.

2. Measure satisfaction with current services, resources and programs.
3. Assist FCPL and the Fairfax County Public Library Board of Trustees in prioritizing future services and resources.
4. Determine which services and resources are essential for the library to provide.
5. Identify reasons why some Fairfax County residents do not use the library and recommend ways to transform non-users into users.

4. TASKS TO BE PERFORMED:

- 4.1 Qualified Offeror(s) are encouraged to submit a proposal detailing how you will accomplish the list of objectives as stated in the Special Provisions, paragraph 3.0 OBJECTIVES as outlined below. This information will enable FCPL and the Fairfax County Public Library Board of Trustees to set priorities and target resources based on areas of need identified by constituents. The Offeror(s) will submit a proposal to:
 1. Design, market, and conduct a community survey using a statistically valid sample of County residents and analyze the results required to fulfill the purposes of the project.
 2. Conduct a series of focus groups to reach selected stakeholders groups to be determined by the Fairfax County Public Library Board of Trustees, analyze the collected data required to fulfill the purposes of the project.
 3. Provide recommendations that will assist the library in revising their strategic plan to more fully articulate a strategic vision for and future direction of the library.
- 4.2 Qualified Offeror(s) will submit cost estimates broken out by the two separate portions of the outreach effort; costs for the community survey and costs for the conducting of focus groups.